

CAROCP Market Watch

(A Monthly Trends & Forecasting Report)
January 2006

SEVEN WAYS TO BECOME A CONTAGIOUS LEADER *(All Sectors)*

Leaders have a charisma that others want to catch. And what they do, more than what they say, leaves the lasting impression. Here are seven of the 100 ways to become a contagious leader:

1. Be genuinely interested in the needs of others.
2. Keep a cool head even when the world around you is falling apart.
3. Remember that your body continues talking long after your lips stop moving.
4. Adhere to the principle that communication is not what is said, but what is received.
5. Listen to the grapevine often and regularly.
6. Learn the different types of recognition: public, private, tangible, and intangible.
 - Praise a public person in front of others.
 - Give a tangible person stuff they can feel, hold, and hang on to.
7. Micromanage only those who need it and only until they prove that they do not.

AdvantEdge, November/December 2005

CUSTOMIZATION NATION *(Marketing, Sales, and Service)*

Once upon a time, customers proclaimed their individuality with a monogram sewn onto a pocket or a towel. Today, "mass customization" means consumers can order an array of one-of-a-kind products. Putting your child's picture on his birthday cake is yesterday's new thing. Thanks to Zazzle, you can send the party invitations with an official U.S. postage stamp featuring his picture. This trend began with Levi's customized jeans. Now when you think of customization, it can be anything from your car to a T-shirt to ice cream to cosmetics. Trend trackers say consumer-designed products marry two emerging trends: individuality (or, at least, the appearance of individuality) and the rise of niche products. Southwest Airlines SPIRIT, December 2005

SENIOR CLASS *(Education, Child Development and Family Services)*

In 1900, the average life expectancy was 47 years. In 2000, it was 76 years. As baby boomers approach retirement age and look forward to long, healthy elder years, they're becoming choosier about where they live and what they want to do. Many want access to lifelong learning and involvement with society. Retirement facilities linked to universities started to open about 20 years ago, but the trend has accelerated in the last three to four years as baby boomers have begun to approach retirement age. Today, at least 50 developments for older adults have been sited on or near university campuses.

It may not be a surprise that huge moneyed institutions like Yale, Duke and Penn State boast homes for alumni and friends who want to spend their golden years on campus.

But the lure of revenue and greater alumni involvement has led to wide interest. Smaller schools like Oberlin College in Ohio and Amherst in Massachusetts have attracted retirement projects. Even some community colleges are exploring the idea, as a way to enhance their long-standing mission of adult education. [Southwest Airlines SPIRIT](#), December, 2005

DO YOU REALLY NEED THAT SURGERY? *(Health Science and Medical Technology)*

Consumers clicking through a health insurance Web site, past the doctor directories, claim forms and benefits summaries, may happen upon something a little more compelling: live-action surgery videos. One video shows a diabetic foot-ulcer procedure, in which forceps peel away dead tissue as blood drips down the foot. Another video shows skin-cancer footage, in which a scalpel cuts into the hand of an elderly woman. These videos are designed to educate patients about their health, help them go into surgery with realistic expectations, and help patients and insurance companies save money. Health care administrators believe that the videos may persuade people to take better care of themselves so they don't need complicated, expensive procedures and/or unnecessary procedures – or at least to ask doctors more questions before agreeing to head into the operating room. [The Wall Street Journal](#), November 30, 2005

SMILE: DENTAL X-RAYS GET EASIER *(Health Science and Medical Technology)*

One of life's minor discomforts – having dental X-rays taken – is getting more pleasant. A growing number of dentists are installing digital X-ray equipment in their offices, eliminating the need for patients to bite down on sharp swatches of film, then wait while the shots are developed. With the digital method, a technician glides a small sensor around inside the patient's mouth and the images instantly pop up on a computer screen in the exam room. The digital images, which look similar to traditional X-rays, can then be enlarged and manipulated. Patients say they can more easily understand a treatment recommendation because they get a good look at the problem blown up on the screen in front of them, rather than having to squint at a postage-stamp-size shot held up to the light. In 2002, only about 16.5% of the nation's 150,000 dentists were using a digital X-ray unit. As the available technology has improved and costs have come down, more practices are starting to adopt it. [The Wall Street Journal](#), November 29, 2005

IT'S OK TO PLAY GAMES AT SCHOOL *(Education, Child Development and Family Services)*

Three decades after bursting into pool halls and living rooms, video games are taking a place in academia. A handful of vocational schools have long taught basic game programming but in the past few years a growing cadre of well-known universities, from USC to the University of Central Florida, have started formal programs in game design. Traditionalists in both education and the video game industry dismiss the trend, calling it a bid by colleges to cash in on a fad. Others believe that video games – which already rival movie tickets in sales – are poised to become one of the dominant media of the new century.

Electronic Arts, the No. 1 game maker, contributed millions of dollars to help underwrite a new three-year master of fine arts program in interactive entertainment at USC. Some feel that making games is an art form, not an academic discipline. But Electronic Arts contends that in the past students had to unlearn what they had learned in computer science and what they had done in art wasn't appropriate, so they are hoping to eliminate a lot of the internal training. [The Orange County Register](#), November 28, 2005

RINGTONES (*Arts, Media and Entertainment Technology*)

Today most ringtones for cellular phones are snippets of existing songs or compositions, with top-40 and hip-hop hits making up the bulk of the downloaded tones. But a new generation of songwriters sees the mobile phone as an emerging medium for artistic expression, and they are composing original material exclusively for cellphones: the ringtone for ringtone's sake.

Ringtones are a shockingly lucrative business, generating more than \$2 billion in annual worldwide revenues for the record labels that license their tunes and the retailers and phone companies that sell the tones for about \$2 a pop. Ringtones are going to be important tools for launching a record, even a career. Non-musicians are also trying to cash in on the craze. Movie studios want to make bits of film dialogue available so instead of a ringtone, you could here Jack Nicholson saying, "Here's Johnny!" [Fortune](#), December 12, 2005

SAY GOODBYE TO NEWSPAPER CLASSIFIEDS (*Arts, Media and Entertainment Technology*)

The owner of a San Francisco laundromat advertised for a cashier in *The San Francisco Chronicle* and drew few responses; he posted a notice on *Craigslist* and received 400 applications. *Craigslist*, an online classified listings company, is stealing a large chunk of classified revenue from newspapers. Newspapers generally earn 36% of their revenues and a large chunk of their profits from classified ads so *Craigslist* is a concern.

Ten million *Craigslist* users click on an estimated 6.5 million classified postings each month at 190 local sites in 35 countries, generating three billion page views. The listings are all text, divided into a handful of basic categories, such as "jobs" or "for sale." They are not searchable by ZIP code and there are no ads or even boldfacing. The privately held company -18 employees with no sales or marketing departments – makes all of its money by charging employers in three cities a fee for listing jobs: \$75 in San Francisco and \$25 in New York and Los Angeles.

So far, nationwide classified revenues continue to grow but in cities where *Craigslist* is well established, the trends are ominous. In San Francisco, it is estimated that newspapers lost more than \$50 million in classified revenue because of the *Craigslist* effect. [Fortune](#), December 12, 2005

WORKERS FEEL TRAPPED IN THEIR JOBS *(All Sectors)*

Employees as a whole are feeling slightly more than loyal and positive about their companies' ethics, but nearly three out of five of them either feel trapped in their jobs or say they will leave them within the next two years, according to a survey released by an Indianapolis-based consulting firm. The results of the 2005 survey show a small increase in employee loyalty and employee perceptions of company ethics. The bulk of the results, however, contain less welcome news for companies: Only about one-third of workers are "truly loyal," and only 40% say their companies treat them as their most important assets. New employees, the survey found, are the least loyal, at 29%. Those with between six and nine years on the job are the most loyal, but still amount to a minority, at 42%. [The Wall Street Journal: CareerJournal.com](http://www.wsj.com), December 8, 2005

BEST IDEAS OF 2005 *(All Sectors)*

Here is look at some of the concepts – from the whimsical to the life-altering – that came to the fore and could shape the future:

Treat your children well but limit their inheritance: Popular wisdom now suggests that getting handed a fat check for simply being part of the right family doesn't do much for anyone. With a \$41 trillion wealth transfer predicted as baby boomers near retirement, more parents are scaling back massive family bequests, channeling money instead to social causes.

Geography is so twentieth century: When it comes to work, geography doesn't matter anymore. Even in smaller companies, a growing number of people now operate in teams spread across continents. They use standardized information technology platforms for computers, e-mail addresses, mobile phones and intranet access.

What business really craves is simplicity: Think of it as option fatigue. Simplicity is the latest buzz in management and design. The new trend is to strip things down to their basics and make products intuitive. In 2005, less was more.

The way to succeed in the Creative Economy is to innovate: The Knowledge Economy is giving way to the Creative Economy. Information has become a commodity like coal or corn. The new corporate core competencies are to focus on innovation and design. To prosper, companies have to constantly change the game in their industries by creating products and services that satisfy needs consumers don't even know they have yet.

Shop 'til you feel it's a full-blown experience: Companies used to focus on making new, better, or cheaper products and services – and then sell them in the marketplace. Now, the game is to create wonderful and emotional experiences for consumers around whatever is being sold. It's the experience that counts, not the product.

The power and promise of the open-source workplace: In the old gray-flannel organization, the executive suite was where the action was. In what's now known as the open-source workplace, power is distributed. The best ideas may evolve from the bottom up and sometimes from the outside. Any employee can create, edit, refine,

comment on, or fix an idea. What some used to dismiss as a recipe for chaos is more likely a path to greater productivity.

Where your kid is hanging out online: Forget the mall. The hottest place for the under 24 years old crowd to socialize these days is at MySpace.com. The social networking site drew 24.2 million visitors in October, making it one of the most popular on the web.

Tuning in to the Channel of Me: We increasingly live in an era of one channel: the Channel of Me. In a mobile, digital world, people want to shape their own channel by choosing from all the available content out there. They want companies to sell them capabilities and options, not uniform products. Each person can build a personal music library, shopping experience, or TV schedule. The Channel of Me makes consumers the ultimate producers.

BusinessWeek, December 19, 2005

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California State Standards for Career and Technical Education (CTE)

Industry Sectors

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|---|---|
| 1. Agriculture and Natural Resources | 9. Health Science and Medical Technology |
| 2. Arts, Media, and Entertainment Technology | 10. Hospitality, Tourism and Recreation |
| 3. Building Trades and Construction | 11. Information Technology |
| 4. Education, Child Development and Family Services | 12. Manufacturing and Product Development |
| 5. Energy and Utilities | 13. Marketing, Sales, and Service |
| 6. Engineering and Design | 14. Public Services |
| 7. Fashion and Interior Design | 15. Transportation |
| 8. Finance and Business | |

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